

ASLA Southern California Executive Committee

Executive Committee Role/Description

Chapter President: The President shall be a Full Member elected for a term of one (1) year, following one year as President Elect, with the option of fulfilling an additional year should the individual wish to do so. The Chapter President represents all ASLA Southern California Chapter with approximately 700 Full, Associate and Affiliate members residing within the southern portion of California, south of the thirty-seventh (37th) parallel, including the Counties of Kern, Los Angeles, Orange, Riverside, San Bernardino, San Luis Obispo, Santa Barbara, and Ventura. The Chapter President attends the Chapter President's Meeting which precedes the ASLA Annual Meeting in the Fall, as well as the Spring Mid-Year meeting which also includes the legislative Advocacy Day with other national Chapter Presidents, President Elects and Chapter Trustees. The Chapter President attends all monthly board meetings and/or teleconference calls.

Chapter President Elect: The President-Elect shall be a Full Member elected for a term of one (1) year prior to taking on the Chapter President position. In accordance with ASLA Southern California Chapter Bylaws *Section 809 of Article 8: Executive Committee and Elections*; individuals considered for president-elect must be members in good standing and active participants in the Chapter. Further, individuals considered for president-elect shall be either: a current sitting member of the Executive Committee; a current appointed chair; or have served on the Chapter's Executive Committee within the last three years; therefore preserving the significance and integrity of the role of president-elect, as well as maintaining and preserving the continuity and flow of information. The Chapter President Elect attends the national Chapter President's Meeting which precedes the ASLA Annual Meeting in the Fall, as well as the Spring Mid-Year Meeting which includes a legislative Advocacy Day with other Chapter Presidents and Chapter Trustees. The Chapter President also attends all monthly board meetings and/or teleconference calls.

Past Chapter President: Past President serves a one (1) year term, following a one year of role of Chapter President and one year of President Elect, for a full term of 3 years consecutive. The Past President attends all monthly board meetings and/or teleconference calls.

Chapter Trustee: The Trustee shall be a Full Member elected for a term of 3 years. In accordance with *ASLA Southern California Chapter Bylaws Section 804 of Article 8: Executive Committee and Elections*; individuals considered for Trustee must be members in good standing and active participants in the Chapter. Individuals considered for Trustee must first have completed the term of Chapter President and served on the Executive Committee in the last three years; thus, preserving the significance and integrity of the role of trustee, as well as maintaining and preserving the continuity and flow of information. The Chapter Trustee attends the National BOT meeting which is preceded by the ASLA Annual Meeting in the Fall, as well as the Spring Mid-Year BOT meeting. Chapter Trustees attend all monthly board and/or teleconference calls.

The trustee shall not serve more than two (2) consecutive terms.

Chapter Treasurer: The Treasurer shall be a Full or Associate Member elected for a term of one (1) year. Individuals in the role of Treasurer may run for additional terms.

A voting member of the Executive Committee attends monthly Chapter Executive Committee meetings. The Treasurer shall be the custodian of all Chapter funds and disburses such funds as coordinated and authorized by the Executive Committee. The Treasurer, working together with the Chapter's Executive Director, will prepare monthly financial reports and present on the financial condition of the Chapter to the Executive Committee at the monthly business meetings.

The Chapter's Executive Director houses day-to-day records, collects funding from sponsorships, programs; handles deposits, etc. The Chapter's Executive Director works closely with the Chapter's Treasurer.

Chapter Secretary: The Secretary shall be a Full or Associate Member elected for a term of one (1) year. Individuals in the role of Secretary may run for additional terms.

As a voting member of the Executive Committee, the Secretary attends monthly Chapter Executive Committee meetings and shall maintain a record of the proceedings of the business meetings of the Chapter and the Executive committee, serves ex-officio as a member of the Constitution and Bylaws Committee. If for any reason the Secretary cannot attend a monthly Executive Committee Meeting, the Chapter's Executive Director will be responsible for recording of the proceedings of the monthly business meeting. *Some responsibilities of the Secretary are performed by the Executive Director.*

California Council Delegate: The CCASLA Delegates shall be a Full Member elected for a term of two (2) years The Chapter delegates to the California Council of ASLA (CCASLA) shall serve as one voting member of the Executive Committee. At least one (1) delegate shall be present at all Chapter Executive Committee meetings. Both delegates will be required to attend the quarterly meetings of the CC/ASLA. The CC/ASLA delegates shall: represent the Chapter on the California Council of the American Society of Landscape Architects, (which is the coordinating committee of the four ASLA chapters in California); present Executive Committee recommendations or proposals to the CC/ASLA; keep the CC/ASLA and Executive Committee informed of local governmental policies, trends and concerns that affect Southern California Chapter Members; Delegates shall act as the go-between on political issues and work with the chapter leaders and its members on determining an action plan that addresses the issue at hand; keep the Executive Committee and Chapter informed of policies and legislative action instituted by the CC/ASLA; serve as Government Affairs Committee members for the Chapter; and perform such other duties as are customary to the office of Delegate or as may be assigned by the Executive Committee or the CC/ASLA.

Vice President Membership: The VP of Membership shall be a Full Member elected for a term of one (1) year

The key function of the Membership Chair is to keep the chapter vibrant and strong by promoting chapter membership. This is done through the recruitment and prospecting of new members, as well as the retention and renewal of existing members. Outlined below are key responsibilities to keep your local membership strong. Responsibilities include but are not limited to:

Welcoming New /Returning Members: Report available online under Chapter Leadership Reports, which are accessed from the Chapter Operations Workbook (COW). Call or email your new members; be sure to invite them to your next chapter function. Offer to meet them there – it's always nice to have someone greet you when you're the new kid in town. New members should also be recognized in the Chapter newsletter or at regular chapter meetings.

Lapsed member follow-up: Report available online under Chapter Leadership Reports, which are accessed from the COW. This can be done via email or regular mail directly to the member from the Chapter President. This can be handled as an exit interview. Example messages are available in the COW.

Maintain prospect lists: These lists should be used to invite non-members to Chapter functions and events for recruiting purposes. Can be coordinated with the Chapter's Executive Director/

Follow-up to National recruitment efforts: Some lists used by ASLA National can be made available to chapters to send follow-ups to national mailings. Lapsed members and non-member *Landscape Architecture* subscribers and other prospects are always available to the chapter by request.

Vice President Sponsorship: The VP of Sponsorship shall be a Full Member elected for a term of one (1) year

Responsible for promoting events (i.e. Expos, awards dinners, golf tournaments, newsletter advertising) and/or sponsorship opportunities to raise non-dues revenue to support chapter programming. Develops and maintains a contact list of prospective sponsors (such as product manufacturer or professional service representatives) to solicit for support. Develops sponsorship levels, recognition benefits and communications plan. Organizes/directs the annual solicitation program and ensures that sponsors receive the recognition benefits to which they are entitled.

The Sponsorship Chair works closely with the Chapter's Executive Director and Chair of the Programs Committee.